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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Holger LAUSCH

4/A  
8-19-99  
B.Hilliard

Serial No. : Not yet known (U.S. National Stage of PCT/EP97/06267 filed November 11, 1997)

Filed : Concurrently herewith

For : METHOD OF AND ARRANGEMENT FOR PROJECTION AND RECEPTION OF VISUAL AND AUDIOVISUAL MESSAGES, AND ANALYSIS THEREOF TO DETERMINE THE RADIUS OF ACTION AND CUSTOMER BEHAVIOR

Assistant Commissioner for Patents  
Washington, D.C. 20231

PRELIMINARY AMENDMENT

Sir:

Preliminary to examination, please amend this application as follows:

IN THE CLAIMS:

1. (Amended) Method for [the projection and the reception of] detecting ~~the customer behavior due to projected visual and audiovisual messages and [the analysis of the same] for detecting the range of action [and the purchaser behavior] of the projected messages, characterized in that in a [consumption] detection range the number of the potential [customer] customers is detected in direct sequence, and in that [depending on the number] the messages are presented to the potential [customer messages are presented] customers visually or audiovisually, and in that the [consumption] behavior of the potential customers as recipients and consumers is~~

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